

FDA Medical Devices Video Analysis and Recommendations



Project Title	FDA Medical Devices Video Analysis and Recommendations
Project Summary	Review current video content and analytics, conduct a gap analysis, recommend new video content.
Country	United States

Project Description

The FDA’s YouTube channel contains a large number of videos on medical device content. Some of these videos receive a large amount of traffic but have not been updated in several years. The virtual intern would work with Division of Health Communication’s (DHC) social media manager, web administrators and stakeholder engagement team to identify and catalog the videos, review analytics data for the videos, and develop recommendations for specific videos (update, delete, etc.) as well as overall recommendations for CDRH’s video content, particularly new content.

Required Skills or Interests

Skill(s)
Data analysis
Design thinking
Marketing
Social media management

Additional Information

None

Language Requirements

None